



2026 CONFERENCE PROGRAM
PENTICTON TRADE & CONVENTION CENTRE
June 2 - 5, 2026

PARTNERS PROGRAM

Updated: April 30, 2026

TUESDAY, June 2

1:00pm–5:00pm **EFMA 28th Annual 9 Hole Golf Tournament** Penticton Golf & Country Club

1:00pm–5:00pm **Bike Ride through Naramata Bench**
Meet at Pedego Bike Shop – 37 Backstreet Blvd located off the KVR Trail
Parking available across the road \$2.99/day or a 15 minute walk from Convention Centre

Get ready for one of the most scenic and rewarding rides in the Okanagan—this is the kind of experience that reminds you why you love being on a bike. Starting in Penticton, at the rental shop, this unforgettable route winds its way through the heart of the breathtaking Naramata Bench before climbing gently onto the historic Kettle Valley Rail Trail, leading you toward the iconic Little Tunnel.

We kick things off right from the bike shop at 1:00pm, easing into the ride with a relaxed cruise along quiet, scenic pathways. As you transition onto the KVR, everything changes—in the best way. The smooth gravel, gradual incline, and car-free trail create the perfect rhythm for riding. It's peaceful, immersive, and incredibly enjoyable, whether you're here for the scenery or the ride itself.

And then...the views. As you climb, the landscape opens up to reveal sweeping vistas of Okanagan Lake, framed by dramatic cliffs, rolling vineyards, and that warm golden light the valley is known for. Reaching Little Tunnel is a true highlight—an awe-inspiring lookout where we'll pause to take photos, rehydrate, and take in the moment (washroom stop included). It's the kind of view you'll want to remember.

From there, enjoy a rewarding, easy coast back down into the valley—effortless, fun, and the perfect way to soak it all in one last time. We'll wrap up the ride with a well-earned lunch stop at Abandoned Rail Brewing Company, where you can kick back, refuel, and enjoy great food, refreshing local cider, and even better company. This ride offers the perfect balance of adventure and comfort—approximately 40 km round trip, about 2.5 hours of riding time, with plenty of opportunities to stop, take photos, and enjoy the journey. The steady climb is manageable, especially on an e-bike, and the payoff is more than worth it.

Great people, incredible scenery, and a route that truly showcases the best of the Okanagan—this is more than a ride, it's an experience you won't want to miss. 🚲 ☀️

3:00pm–7:00pm **Registration & Swag Bag Pick-up** South Lobby
We're excited to kick things off with a little extra fun and appreciation for all our participants! Be sure to stop by the registration desk to pick up your goody-filled swag bag—packed with all the essentials (and a few surprises!) to make your time with the Partners group even more fun and entertaining.

Make sure you don't miss it—grab your swag bag, connect with the team, and start the experience off right!

7:00pm–10:00pm **Presidents Reception** North Lobby

10:00pm–12:00am **Hospitality Suite – Everyone Welcome** Station Public House (Balcomo)

WEDNESDAY, June 3

9:00am–11:30am **Meet & Greet Breakfast with games and prizes to be won** Atrium

Don't miss our Meet & Greet Breakfast to start the day off right! We'll gather at the convention centre for a healthy breakfast, a relaxed atmosphere, and a great opportunity to connect with fellow attendees. Enjoy some light-hearted games, win a few fun prizes, and take the time to get to know each other a little better. It's the perfect way to kick off the day with energy, laughter, and new connections. Be sure to add this to your calendar—this is where the fun really begins.

11:30am–1:30pm **Opening Ceremonies** Salon B/C

Delegates, Exhibitors and Partners Luncheon
Keynote: Tom Watson

1:30pm–5:30pm **Poolside Social at the Balcomo Hotel**

Come hang out poolside and make the most of the sunshine! Whether you're in the mood to jump into some fun games, snack on tasty treats, sip on refreshing drinks, or just kick back and relax—this is the place to be.

Lounge by the pool, float your cares away, or connect with others over great conversations and plenty of laughs. Plus, don't miss your chance to win some awesome prizes while you're there!

It's the perfect mix of energy and chill—join us for a fun, feel-good afternoon! Then it's back to the convention centre, where the energy keeps going as we get ready for an unforgettable Casino Royale night with the vendors.

6:30pm–9:00pm **Exhibitors Hosted Evening** Ballroom II/Salon A

Costume: "**Casino Royale**"

9:00pm–12:00am **Hospitality Suite – Everyone Welcome** Station Public House (Balcomo)

THURSDAY, June 4

9:00am–4:00pm **Naramata Wine Tour - A Day you won't want to miss!**

This isn't just a wine tour—it's a full-day Okanagan experience you'll be talking about long after the convention ends. We kick things off at the Penticton Trade & Convention Centre at 9:00 AM, where the excitement builds before we set out into the stunning Naramata Bench—one of BC's most celebrated wine regions.

From there, it's all about indulgence and discovery. We'll visit two exceptional wineries where you'll sip and savour a curated selection of wines, hear the stories behind the vines, and soak in the breathtaking views of rolling vineyards and Okanagan Lake. Take your time, explore, and pick up a bottle (or two) of your favourites along the way.

Just when you think it couldn't get better, we switch things up with a stop at one of Penticton's top cideries. Crisp, refreshing, and full of character—these unique ciders are a must-try and a perfect mid-day twist.

Next, we head to one of the city's most well-known breweries for a laid-back lunch paired with outstanding craft beer. It's the ideal chance to relax, refuel, and enjoy great company in a vibrant atmosphere.

To wrap up the day, we visit one final winery—carefully selected to leave a lasting impression and end the tour on a high note. Great wine, incredible scenery, amazing food and drinks, and even better company—this is more than a tour, it's an experience. Spots will go quickly... don't wait—sign up today!

6:00pm–12:00am **Reception, Dinner, and Social** Penticton Trade & Convention Centre

FRIDAY, June 5

9:00am–noonish **Bike Ride to Little Tunnel (optional-not a part of the partners program)**

Bike rentals avail at Pedego Bike Shop -37 Backstreet Blvd. located just off the KVR trail
Parking available across the road - \$2.99/day (gravel parking lot) or if you prefer to walk, it's about a 15 min walk from the convention center.

Looking for a fun and memorable way to wrap up the convention?

If you're staying in Penticton for the weekend—or just want one more chance to experience an incredible ride—we're excited to invite you on a scenic social ride to the iconic Little Tunnel.

This experience was such a highlight that we're adding an additional day to the agenda for anyone who wants to go again or for those who missed the first ride. It's another chance to enjoy one of the most breathtaking routes in the Okanagan with a great group.

We'll roll out from the Convention Center at 9:00 AM, starting the morning with a relaxed ride through town before making our way toward the stunning Naramata Bench. From the very first stretch, you'll be surrounded by rolling vineyards, open skies, and those signature Okanagan views that make this ride so special.

From there, we continue onto the historic Kettle Valley Rail Trail—a smooth, peaceful, car-free trail that gently climbs toward one of the region's most iconic landmarks.

The highlight of the ride is the breathtaking Little Tunnel. Carved through solid rock with sweeping views over Okanagan Lake, it's the perfect place to pause, take photos, rehydrate, and take in the moment. It's one of those rare places that feels both peaceful and powerful all at once.

Then we enjoy the best part of all: a relaxed, scenic coast back down into the valley, letting the trail do the work while you soak in every last view.